

Media Pack **2023**

venousnews

Venous News reaches endovenous and phlebology specialists all over the world with the latest news, opinion editorials, profiles, videos and events.



Audience reach

PRINT



Now back
in **print** from
Sept 2023

5

ISSUES
PER
YEAR

7,500

bonus copies
distributed at
key meetings
each year

16,000

subscribed
readers

DIGITAL

78,000

PAGE VIEWS EACH MONTH

6,029

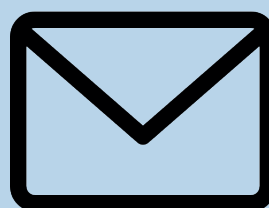
Social media
followers

10,431

Newsletter
subscribers

10,143

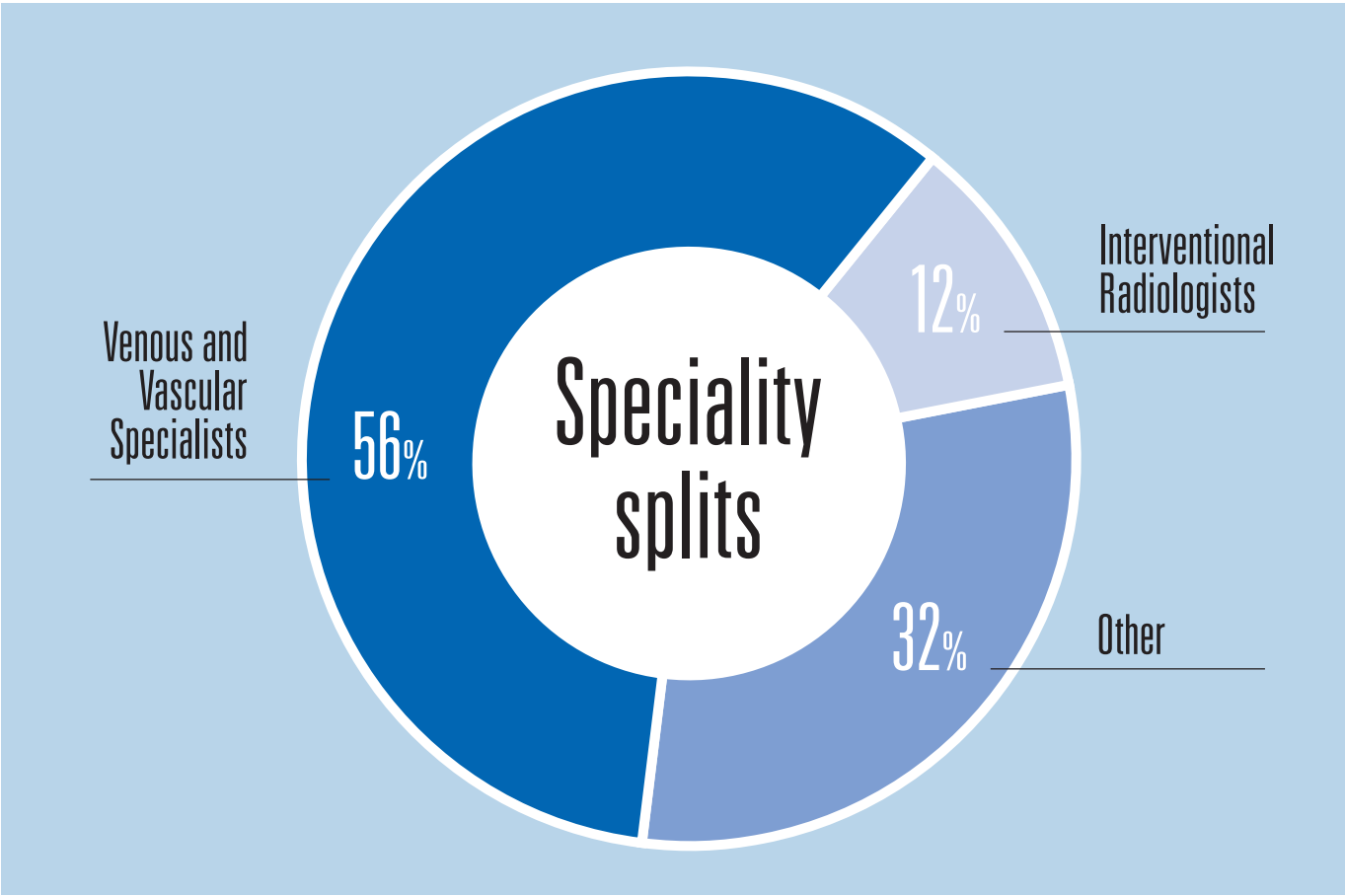
Eblast
subscribers



35%

OPEN
RATES

NEWSPAPER



Editorial calendar with bonus distributions		
Issue (including number)	Publication date	Bonus distribution
VeN 15	August 2023	CIRSE, UIP
VeN 16	October 2023	VIVA/VEINS, VEITH, PVI, ISET, The Vascular Societies' Annual Scientific Meeting
VeN 17	February 2024	European Vascular Course, American Venous Forum, SIR
VeN 18	April 2024	CX, IVC
VeN 19	May 2024	VAM, European Venous Forum

Print advertising rates			
Advert		Rate	
Front page A5 tip on	£7,000	Premium positions	Rate
Front page banner + full page	£6,000	Outside back cover	+30%
Double page spread	£5,500	Page 3	+20%
Full page	£3,950	Premium positions	+15%
Island	£2,950	Geographic split run	+15%
Half page	£2,300	A4 Insert	POA
Quarter page	£1,800		

WEBSITE



78,000
page views
each month

Website rates	
Advert	Rate (per month)
Skyscraper + half banner A	£2,650
Leaderboard + half banner A	£1,900
MPU1 + half banner A	£1,900
MPU2 + half banner B	£1,250
MPU3 + half banner B	£1,100
Mobile adhesive banner (MOBILE DEVICES ONLY)*	£6,000 per quarter
exclusive position	



FORTNIGHTLY E-NEWSLETTER

The **Venous News** e-newsletter is sent weekly to a database of over **10,500** specialists. It contains the top stories published on **venousnews.com**

Fortnightly e-newsletter rates

Advert	Rate
Leaderboard	£850
MPU	£800

TARGETED E-BLAST

Venous News offers targeted e-blasts to companies and conference organisers. E-blasts can target a database of over **10,500** specialists. These communications can be sent to the whole database or be targeted by country.

Targeted eblast rates

Advert	Rate
Global	£6,000
Europe only	£4,500
US only	£3,000

SOCIAL MEDIA



1 x share on our social media platforms Facebook, LinkedIn and Twitter

Social Media rates

Share	Rate
Global	£2,500 per send



EDUCATIONAL SUPPLEMENT

- Venous News publishes educational supplements on topics of interest to vascular surgeons, venous specialists and phlebologists.
- Sponsoring a supplement offers a unique opportunity for you to broadcast your company's core message to your target audience with an educational focus.
- The content can be based on the company's profile, a new product, drug or medical device.

Distribution includes:

- Supplements are inserted in Venous News, reaching the entire readership or selected countries.
- The digital version is made available on venousnews.com
- Eblast of the digital edition sent to our digital subscribers
- 1,000 additional copies are printed and posted for your own uses.

8 page supplement - £15,000

ADVERTORIAL

Venous News creates sponsored editorial content.

- Allowing full editorial control to the client, we create in-depth features with insights from physicians
- Content can be supplied by the company or written by our editorial team

Double-page advertorial: £10,000

Full-page advertorial: £6,000

Half-page advertorial: £4,000

SPONSORED VIDEOS

Video is a powerful medium to engage with the physician community whilst conveying key messages. As an established specialist publishing company, we offer a video production service delivering powerful physician interviews to your relevant audience through multiple channels.

For bespoke filming campaigns tailored to your needs, we can provide a high-quality video service.

Filming can be conducted at your preferred location, on-site at conferences or remotely via the web.

Package includes:

- Interviewing
- Filming with full post-production and editing service
- Distribution
 - Video to be made available on vascularnews.com
 - Eblast of the video to our digital subscribers
 - Posting on our social media platforms

£POA

NOTE: Rights for the video file can be purchased for a flat fee of +£2,000



EXAMPLE PACKAGES

Option 1: Webinars/Roundtable (3-4 physicians): £20,000

- Up to four speakers
- Three-camera filming
- Editing and postproduction
- Embedding on venousnews.com with e-blast and social media mentions

Option 2: Video Interview (1 physician): £8,500

- Interview with one physician/single message, single-camera filming, editing and postproduction
- Embedding on venousnews.com with e-newsletter and social media mentions

Option 3: Interview with CEO or company representative: £6,000

- Interview with a company representative i.e. CEO, CMO
- Three questions, one speaker, one 3-minute video
- The video is yours to use as you like

Option 4: Supplied video hosted on our website: £5,000

- Embedding supplied video on venousnews.com
 - Social media mentions
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